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2. Technology makes TV direct-marketing tool - 2001-06-18 - ... - ... Jeremy Feiler **Expanse Networks** Inc.
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3. Technology makes TV direct-marketing tool - 2001-06-18 - ... - ... Jeremy Feiler. **Expanse Networks** Inc.
   ... **Expanse Networks** uses special algorithms to determine into which market segments digital TV viewers fit. ...
   philadelphia.bcentral.com/philadelphia/stories/2001/06/18/newscolumn3.html

4. NLC - **Expanse Networks** Announces Funding and Multi-Year Agreement with Next Level Communications
   ROHNERT PARK, Calif., and DOYLESTOWN, Penn., September 27, 2000 ...
   www.nlc.com/NewFiles/PressReleases/PR2000/PR926000.html - search within this site

5. Digitalmill: Clients - ... **Expanse Networks Expanse Networks** of Doylestown, PA, is a software developer and systems integrator providing targeted television advertising solutions. ...
   www.dmill.com/clients.html

6. NCTA CABLE 2001 - ... NCTA CABLE 2001 Daily/Day Two, June 11, 2001. **Expanse Networks** featuring targeted ad system CHICAGO-**Expanse Networks** Inc. is showcasing ...
   www.cedmagazine.com/ncta2001/h_e.htm - search within this site

7. National Cable & Telecommunications Association - ... Targeted Advertising **Expanse Networks**, Inc. will ... **Expanse Networks**, Kenna Klosterman 215-348-0265 (ext.102): kklosterman@**expanse**.tv; High ...
   www.ncta.com/press/press.cfm?PRid=136&showArticles=ok

8. Multichannel News - People - ... EXPANSE. Broadband-network software provider **Expanse Networks** Inc. has namedHerb Lustigpresident and chief executive officer. He ...
   www.multichannel.com/esec/Article_20122.htm

9. Open Directory - Arts: Television: Interactive: Technologies - ... **Expanse Networks**, Inc. - Developer of ExpanseTV™, a system that aims different television advertisements to individuals either on cable or VDSL TV **networks**. ...
   dmoz.org/Arts/Television/Interactive/Technologies/

10. Facts Online HOT Technology Companies. - ... Technologies, Inc., Exelixis, Inc., Exist Corp., Exodus Communications, Inc., ExoLink Corp, Exoplex, Inc., Exorbis.Com, EXP.com, **Expanse Networks**, Inc., Expedia ...
    www.factsonlineinc.com/MARKETE.HTM

11. Google Directory - Arts > Television > Interactive > Technologies - ... interactive tv, broadcast and multimedia broadband services. **Expanse Networks**, Inc. - http://www.expansenetworks.com Developer of ExpanseTV ...
    directory.google.com/Top/Arts/Television/Interactive/Technologies/

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12. <u>Technologies</u>  - ... 10, **Expanse Networks**, Inc. Developer of ExpanseTV, a system that aims different television advertisements to individuals either on cable or VDSL TV **networks**. ...
www.ad.com/Arts/Television/Interactive/Technologies/

13. <u>Technocom Bridges **Expanse** of Russia with Terrestrial Overlay and ...</u> (PDF) - ... Network from ViaSat AC USTOMER C ASE S TUDY Technocom  Terrestrial Overlay and Virtual Private **Networks** In one moment the wide geographic **expanse** of Russia ...
www.viasat.com/pdfs/Technocom_F.pdf

14. <u>Interactive TV List of Companies & Manufacturers</u>  - ... Inc. ("ippliance" solutions); EspriTV Inc. ESS Technology; **Expanse Networks**; F@MILYnet (la station multimédia); Fantastic Co. Fei-Hong ...
ruel.net/top/box.list.htm

15. <u>Broadband Targeted Ad Insertion - The ITV Dictionary & Business ...</u> - ... 24/7 Media, BPS (Formerly IMAKE) (ITV software applications & related customization/integration services) **Expanse Networks** (Software developer & systems ...
www.itvdictionary.com/itv_broadband_targeted_ad_insertion.html - <u>search within this site</u>

16. <u>TmP - **Networks**</u>  - ... fibres. Local Area **Networks** (LAN). The main characteristics of such **networks** are: restricted geographical **expanse** (less than 200m),; ...
www2.themanualpage.org/**networks**/**networks**_classification.php3

17. <u>Technologies : Art Directory</u>  - ... services to the cable television industry. (Rating: 0.00 Votes: 0) Rate It. **Expanse Networks**, Inc. Developer of ExpanseTV, a system that ...
www.123artist.com/art/Arts/Television/Interactive/Technologies/

18. <u>Arts/Television/Interactive/Technologies</u>  - ... interactive TV including video-on-demand. URL: http://www.videonetworks.com/ **Expanse Networks** Inc. Developer of ExpanseTV a system that ...
www.arts-entertainment-recreation.com/Arts/Television/Interactive/Technologies/

19. <u>ODP: Arts:Television:Interactive:Technologies</u>  - ... **Expanse Networks**, Inc. - Developer of ExpanseTV, a system that aims different television advertisements to individuals either on cable or VDSL TV **networks**. ...
portal.thesoftwarestudio.com/index.php/Arts/Television/Interactive/Technologies

20. <u>Look.com - The Search Engine of Search Engines -</u> - ... **Expanse Networks**, Inc. Developer of ExpanseTV, a system that aims different television advertisements to individuals either on cable or VDSL TV **networks**. ...
www.look.com/searchroute/directorysearch.asp?p=54577

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**What We Do**

**› Company History**

**Management**

Expanse Networks was formed in June 2000 to provide targeted television advertising solutions to leading VSPs (Video Service Providers). VSPs include cable television, satellite and VDSL (Very high bit-rate Digital Subscriber Line) system operators.

Late in 1999, we identified a significant opportunity for television advertisers to target audiences using existing cable and VDSL video delivery infrastructures. With a system design in hand and a dozen pending patents, Expanse negotiated a multi-year development contract with **Next Level Communications (NLC)** to apply Expanse technology to VDSL networks.

Early in 2000, an "angel" group of investors backed the concept with a $580,000 round.

In June of 2000, three important events transpired:

- Expanse Networks, Inc. was formed,
- Video and telecommunications equipment supplier Next Level Communications became a strategic partner and invested $3 million,
- **Herb Lustig** , an executive with extensive cable and telecommunications industry experience, joined as President and CEO.

With NLC's investment, Expanse completed the development of ExpanseTV™—a comprehensive software and system level solution that supports targeted advertising on a broad array of television delivery platforms. The design philosophy of ExpanseTV is to not only provide targeting technology but, more importantly, to offer a familiar interface that advertisers, media planners, and media buyers can use to make detailed audience selections for targeted ads. This "total system" approach is the key to delivering an exceptional product that adds value across the entire advertising chain.

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**What We Do**

**Company History**

**›Management**

Charles Eldering, Ph.D.

Herb Lustig

# Charles Eldering, Ph.D.

Charles Eldering, Chairman and Chief Technology Officer of Expanse Networks, has more than 19 years of experience in the electronics, telecommunications, and optics industries. As a recognized expert in the field of telecommunications network architecture, he was one of the first to determine the economics and feasibility of the widespread deployment of high-speed two-way communications over hybrid fiber/coax (cable TV) networks.

While with Alcatel in Europe, he was a member of the development team for a Fiber-to-the- Curb (FTTC) telecommunications system that is now deployed worldwide. He then worked on Hybrid Fiber Coaxial (HFC) and Fiber-to-the-Curb transmission systems at General Instrument Corporation and at Next Level Communications. Prior to his career in industry, Dr. Eldering was a researcher at the U.S. Air Force Rome Air Development Center and at the University of California.

He earned a B.S. in Physics from Carnegie Mellon University, an M.S. in Solid State Science and Technology from Syracuse University, and a Ph.D. in Electrical Engineering from the University of California at Davis.

Dr. Eldering, a registered U.S. Patent Agent, has more than 30 patented or patent pending inventions and over 40 publications in the fields of engineering, physics and law. Dr. Eldering is also a Senior Fellow at the Progress & Freedom Foundation, a Washington D.C. based nonprofit, nonpartisan idea center that studies the impact of the digital revolution and its implications for public policy. He has appeared on C-SPAN as a commentator and panel participant on the topic of telecommunications deregulation.

Dr. Eldering also managed the creation of a complete intellectual property portfolio for Next Level Communications, a provider of fiber based telecommunications equipment to a wide range of telephone companies both in the U.S. and overseas. The work included co-inventing a Residential Gateway, a device that feeds video to multiple televisions in the residence from a single digital input stream, thus eliminating the need for multiple digital television set-tops in a subscriber's home. In 1998, US West placed an order for Residential Gateways from Next Level Communications, with a plan to deploy several hundred thousand units. Today, more than 35,000 units are already installed with more than 23 carriers.

In 1998, inspired by the success of IP-based firms such as Qualcomm, Rambus, Gemstar and others, Dr. Eldering founded **Telecom Partners Ltd. (TPL)**, to capitalize on intellectual property opportunities in the telecom and Internet sectors. Leveraging on an extensive background in telecommunications systems engineering and IP development and management, Dr. Eldering built a company to create intellectual capital portfolios for subsequent commercialization or sale.

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